

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
-----------------------	-------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy
-------------------------

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12  
Date

Stephen Mung  
Signature

703-299-1760  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted In Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



WFTS

## ORDER

Print Date 10/29/12 Page 1 of 5

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	304112 /	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		<b>American Crossroads</b>	<u>Estimate #</u>	<b>693</b>
	07/10/12 10/24/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<b>American Crossroads</b>	<b>66 Canal Center Plaza - Suite 555</b>	<u>Order Type</u>	GENERAL
		<b>Alexandria, VA 22314-1576</b>	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	<b>Crossroads Media</b>		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Demographic</u>	A25-54
<b>66 Canal Center Plaza - Suite 555</b>		<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL ISS
<b>Alexandria, VA 22314-1576</b>		<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
		<u>Agency Ref</u>	<u>Priority</u>	P-3
			<u>Advertiser Ref</u>	

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBHS	%		
WBSV	%		
WCLF	%		
WEDU	%		
WFLA	%		
WMOR	%		
WTOG	%		
WTSP	%		
WTTA	%		
WTVT	%		
WUSF	%		
WVEA	%		
WWSB	%		
WXPX	%		

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	94	\$80,070.00	\$94,200.00	0.00	10/01/12	10/22/12	94	\$80,070.00	\$94,200.00
<b>Totals</b>	<b>94</b>	<b>\$80,070.00</b>	<b>\$94,200.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFTS	10/16/12	10/22/12	M-F 5-530a	CM	5-530a	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
				ABC Action News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$250.00		0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$250.00		0.00						
E 2	WFTS	10/16/12	10/22/12		CM	528-6a	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00



WETS

Print Date: 10/29/12

Page 2 of 5

Contract / Revision 304112 Flight Dates 10/16/12-10/22/12

### Hiatus Dates

Original Date / Revision 07/10/12/ 10/24/12

Order Sep 00:20:00

Advertiser **American Crossroads**

Product American Crossroads

Estimate # 693

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
				M-F 530-6a												
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$350.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$350.00			0.00						
E 3	WFTS	10/16/12	10/22/12	M-F 6-7a	CM	558-7a		:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$600.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$600.00			0.00						
E 4	WFTS	10/16/12	10/22/12	M-F 7-9a GMA	CM	658-9a		:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00	
				GMA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$600.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$600.00			0.00						
E 5	WFTS	10/16/12	10/22/12	M-F 11a-12p	CM	1058a-12p		:30	6	\$900.00	P-3	0.00	NM	6	\$5,400.00	
				M-F 11a-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1211--		5	\$900.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$900.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	6	WFTS	10/22/12-10/28/12	M-F 11a-12p		1058a-12p				M-----	:30		\$900.00	0.00	NM	
E 6	WFTS	10/16/12	10/22/12	M-F 12-1p	CM	1158a-1p		:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$400.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$400.00			0.00						
E 7	WFTS	10/16/12	10/22/12	M-F 1-2p	CM	1258-2p		:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
				M-F 1-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----		0	\$500.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$500.00			0.00						
E 8	WFTS	10/16/12	10/22/12	M-F 2-3p	CM	158-3p		:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00	
				2-3pm General Hospital												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$1,000.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$1,000.00			0.00						
E 9	WFTS	10/16/12	10/22/12	M-F 3-4P Katie	CM	3-4p		:30	1	\$700.00	P-6	0.00	NM	1	\$700.00	
				M-F 3-4P Katie												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----		0	\$700.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$700.00			0.00						
E 10	WFTS	10/16/12	10/22/12	M-F 4-5p	CM	358-5p		:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00	
				M-F 4-5p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$1,000.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$1,000.00			0.00						
E 11	WFTS	10/16/12	10/22/12	M-F 5-530p	CM	458-530p		:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00	
				ABC Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-1111--		4	\$800.00			0.00						
		Week: 10/22/12	10/28/12	1-----		1	\$800.00			0.00						



WFTS

Print Date: 10/29/12

Page 3 of 5

Contract / Revision 304112 Flight Dates 10/16/12-10/22/12 Hiatus Dates  
Original Date / Revision 07/10/12/ 10/24/12 Order Sep 00:20:00

Advertiser American Crossroads Product American Crossroads Estimate # 693

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 12	WFTS	10/16/12	10/22/12	M-F 530-6p	CM	530-6p	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00	
ABC Action News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-1111--			4	\$900.00			0.00						
Week: 10/22/12		10/28/12	1-----			1	\$900.00			0.00						
E 13	WFTS	10/16/12	10/22/12	M-F 6-630p	CM	558-630p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00	
ABC Action News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-1111--			4	\$1,000.00			0.00						
Week: 10/22/12		10/28/12	1-----			1	\$1,000.00			0.00						
E 14	WFTS	10/16/12	10/22/12	M-F 7-730p	CM	658-730p	11111--	:30	5	\$1,000.00	P-3	0.00	NM	4	\$4,000.00	
7-730p The List																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-1111--			4	\$1,000.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2		WFTS	10/15/12-10/21/12	M-F 7-730p		658-730p				-TWThF----	:30	(\$1,000.00)	0.00	NM		
See MG 16.8,16.9,16.10																
[PROGRAM CHANGE]																
Week: 10/22/12		10/28/12	1-----			1	\$1,000.00			0.00						
E 15	WFTS	10/16/12	10/22/12	M-F 730-8p	CM	728-758p	11111--	:30	5	\$1,200.00	P-3	0.00	NM	4	\$4,800.00	
730-8p Let's Ask America																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-1111--			4	\$1,200.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2		WFTS	10/15/12-10/21/12	M-F 730-8p		728-758p				-TWThF----	:30	(\$1,200.00)	0.00	NM		
See MG 16.8,16.9,16.10																
[PROGRAM CHANGE]																
Week: 10/22/12		10/28/12	1-----			1	\$1,200.00			0.00						
E 16	WFTS	10/16/12	10/22/12	M-SU 11-1135p	CM	11-1135p	-111111	:30	6	\$1,500.00	P-3	0.00	NM	8	\$11,200.00	
ABC Action News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-111111			6	\$1,500.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		WFTS	10/15/12-10/21/12	M-SU 11-1135p		11-1135p				-TWThFSaSu	:30	\$1,500.00	0.00	NM		
2		WFTS	10/15/12-10/21/12	M-SU 11-1135p		11-1135p				-TWThFSaSu	:30	\$1,500.00	0.00	NM		
3		WFTS	10/15/12-10/21/12	M-SU 11-1135p		11-1135p				-TWThFSaSu	:30	\$1,500.00	0.00	NM		
4		WFTS	10/15/12-10/21/12	M-SU 11-1135p		11-1135p				-TWThFSaSu	:30	\$1,500.00	0.00	NM		
5		WFTS	10/15/12-10/21/12	M-SU 11-1135p		11-1135p				-TWThFSaSu	:30	(\$1,500.00)	0.00	NM		
See MG 16.8,16.9,16.10																
[PROGRAM CHANGE]																
6		WFTS	10/15/12-10/21/12	M-SU 11-1135p		11-1135p				-TWThFSaSu	:30	\$1,500.00	0.00	NM		
8		WFTS	10/20/12-10/20/12	M-SU Late News after Sports		1135p-2a				-----Sa--	:30	\$1,500.00	0.00	NM		
⑩ MG for 16.5,14.2,15.2																
9		WFTS	10/15/12-10/21/12	M-F 7-730p		658-730p				-T-ThF----	:30	\$1,000.00	0.00	NM		
⑩ MG for 16.5,14.2,15.2																
10		WFTS	10/15/12-10/21/12	M-F 730-8p		728-758p				-T-ThF----	:30	\$1,200.00	0.00	NM		
⑩ MG for 16.5,14.2,15.2																
Week: 10/22/12		10/28/12	-----			0	\$1,500.00			0.00						
E 17	WFTS	10/16/12	10/22/12	M-F 1135p-1202a Night	CM	1135p-1202a	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00	
M-F 1135p-1202a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-1111--			4	\$1,000.00			0.00						



WFTS

Print Date: 10/29/12

Page 4 of 5

**Contract / Revision** **304112** **Flight Dates** **10/16/12-10/22/12** **Hiatus Dates**

Original Date / Revision 07/10/12/ 10/24/12 Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads** Estimate # **693**



WFTS

Print Date: 10/29/12

Page 5 of 5

Contract / Revision 304112 Flight Dates 10/16/12-10/22/12 Hiatus DatesOriginal Date / Revision 07/10/12/ 10/24/12 Order Sep 00:20:00Advertiser American Crossroads Product American Crossroads Estimate # 693

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals		
													Spots	Amount	
N25	WFTS	10/16/12	10/22/12	M-F 3-4P Katie M-F 3-4P Katie	CM	3-4p	-1111--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 ----- 0 \$700.00 0.00															
N26	WFTS	10/16/12	10/22/12	M-SU 11-1135p ABC Action News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ----- 0 \$1,500.00 0.00															
Week: 10/22/12 10/28/12 1----- 1 \$1,500.00 0.00															
													Totals	94 \$94,200.00	